"WHERE THE SUNSET TURNS THE OCEAN'S BLUE TO GOLD"
Officially Endorsed by Ocean Beach Chamber of Commerce and by Pacific Beach Community League

Community Spirit Upheld

# THE BEACH NEWS

Circulating in Every Home

ADVERTISING PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

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VOL. 1—NO. 27 | 4829 SARATOGA AVENUE | Ocean Beach, California, Friday, May 25, 1923 | PHONE POINT LOMA 17 | SEVENTY-FIVE CENTS A YEAR FIVE CENTS THE COPY

## MEMORIAL DAY

### ALL HONOR TO THE NATION'S MOST SACRED DEAD

"Nor shall your glory be forgot
While Fame her record keeps,
Or Honor points the hallowed spot
Where Valor proudly sleeps."

The flowering of national sentiment has been truly said to be best expressed by the blossoms laid upon heroes' graves.

When a country of 110,000,000 people voluntarily stops the greater portion of its normal activities, puts aside strife and strivings, the animosities and differences between individuals, in order to devote a day of respect to the men who died and the men who were willing to die in its service, the conviction becomes strong that the feet of civilization are firmly planted; that the light of a higher destiny beckons and is being followed.

The inauguration of Memorial Day sprang from a motive of the purest unselfishness and its recurrences signalize the growth of that attribute in American character.

Memorial Day this year will be more important and more widely observed than any of its predecessors.

### FLOWERS WANTED FOR MEMORIAL DAY

The Woman's Relief Corps of this city is in need of a large quantity of flowers for decoration of graves on Memorial Day. Any resident of Ocean Beach who desires to furnish flowers for this purpose may do so by leaving their names and addresses at the office of **The Beach News** or by phoning Point Loma 17, and the flowers will be called for on the morning of Monday, May 28, at your residence.

Please have flowers ready for delivery early next Monday morning, as considerable work is necessary in their preparation.

**DO YOU KNOW where the dead are? Come and find out at the FREE LECTURE at Benbough's Ocean Beach Pavilion next Sunday afternoon at 1:30 o'clock.**

## Ocean Beach Library

Miss Margaret Rankin, Librarian

A very interesting and instructive exhibit of the manufacture of silk from the silk worm to the finished product is being shown in the Ocean Beach library window this week.

The poster exhibit is entitled "Woman's Work is Never Done." The women are very much interested in the books displayed with it. They are as follows: "Golden Rlue Cook Book," Sharpe; "Home Problems from a New Standpoint," Groven; "Dame Curtsey's Hints to Housewives;" "Boston Cooking School Cook Book," Farmer; "The Effective Small Home," Abel; "Successful Family Life." Gray; "Every Step in Canning;** "Needlecraft Suggestions;" "Royal Society Crochet Lessons;" "Pricilla Tatting Book;" "Crocheted Edgings and Insertions;" "Designs for China Painters;" "Educational Needlecraft," Swanson.

### "THE THIRD ALARM" "MISSING MILLIONS" AND "THE KICKBACK"

Manager Ray Ericsson has secured a big trio of bookings at the Ocean theater for Saturday, Sunday and the next midweek. Their titles are given in the above headlines and the stars include Harry Carey and Alice Brady, besides a Buster Keaton comedy. The top-liner for Wednesday and Thursday promises to be the sensation of the year, the prices of admission being only 15 and 30 cents.

## RESIGNATION

### PASTOR BROWN TO RESIGN FROM LOCAL CHURCH

Announcement is made by Rolla E. Brown, pastor of the Ocean Beach First Baptist church, that he will close his service as pastor September 1, 1923. No statement has been made as to his plans after that time.

### ANNOUNCEMENT

**The Brown Novelty Company of 417 A street, San Diego, will move about June 1st to 5041 Newport avenue, Ocean Beach, and will carry a line of Souvenir goods, Post Cards and Stationery. We manufacture a great many of our own goods, the place of manufacturing being located at 4926 Saratoga avenue, Ocean Beach.**

### FINE FISH FEAST

**The Men's Club of the Congregational Church Give a Gastronomical Treat**

Men prepared it, men cooked it, and boys served it, while the ladies and girls—and boys and men, too, thoroughly enjoyed EATING that fish feed provided at the Congregational church according to schedule last Friday night.

From "chef" to "pearl diver," the kitchen crew included Dr. H. F. McCoy, Walter W. Roberts, A. C. Shepherd, Will McMeans, John O'Rourke, Elmer Kilpatrick, John Christiansen, H. W. Martin, W. E. Kingsbury and the pastor, Mr. Stoetzel. The polite and obliging quartet of waiters was made up of Russell Roberts, Harold Simpson, Donald Roberts and Porter Shepherd.

Baked barracuda formed the piece de resistance, with a goodly assortment of extras such as bread, coffee, mashed potatoes, peas, olives and cold slaw with some delicious dressing worthy of big type in all cook books. Sliced oranges and cake topped off the fish feast.

Boxes of the famous Sapphire brand of sardines were destributed to the diners as souvenirs, being donated by Manager Roberts of the Neptune Sea Food Company, while the bread and cake was baked and contributed by Walter Maybee of the O. B. Bakery.

The ever-obliging and genial D. C. Crosby entertained with some character recitations that helped mightily to enliven the enjoyable evening.

**Watch the BLUE FRONT Saturday. It is "Dad's" treat. New boy in the family. Two Ice Cream Cones for five cents.**

### "SNAPPER BALL" AT THE GARDEN OF EDEN

There is no gainsaying the fact that "Bill" Benbough is without a peer in his line when it comes to devising and arranging something new and diverting for the patrons of his recently remodeled dance pavilion. The latest novelty is a "Snapper Ball" scheduled for tomorrow night, and it's a hundred to one shot that it'll be snappy enough to satisfy the most exacting of dance enthusiasts. Don't fail to be there!

### VISITORS FROM L. A.

Mr. and Mrs. H. W. Davis, of Los Angeles, were welcome visitors for two days early in the week at the home of Mr. Davis' parents, Mr. and Mrs. O. F. Davis on Cable street. The younger Mr. Davis is the efficient salesmanager for the Union Lithograph company in the northern city.

**Prosperity!—Feel it, talk it, know it—Advertise!**

**"IT'S NOT FAR TO A FABER STORE"**

## CO-OPERATION

### JOHN D. SPRECKELS SPEAKS RIGHT OUT AS MAN TO MAN

San Diego's leading financier and chief guiding spirit in progress, John D. Spreckels, was the host at a big "get-together" dinner held at the Hotel Del Coronado last Saturday night and attended by prominent business men, municipal officers and representatives of all the principal commercial organziations hereabouts. In a most noteworthy address, Mr. Spreckels spoke right out as man to man in telling of his past work in the creation of a Greater San Diego, of his present position and of his plans for the future. iHs stirring remarks were enthusiastically cheered and their complete publication in the San Diego Union has since called for high expressions of praise from citizens in all walks of life, as well as pledges of full co-operation with Mr. Spreckels and his son, Claus Spreckels, in promoting the progress and upbuilding of the city.

### QUESTION AND ANSWER

In the course of his remarks, Mr. Spreckels said he was about to relinquish the heaviest of his business burdens to his son, Claus Spreckels, and voiced his profound faith in the future of San Diego, saying in part:

"Why did I come to San Diego? Why did any of you come? We came because we thought we saw an unusual opportunity here. We believed that everything pointed to this as the logical site of a great city and seaport. In short, we had faith in San Diego's future. Se we cast in our lot here. We gave of our time and our strength and our means (big or little) to help develop our city and—naturally—our own fortunes.

### CO-OPERATION NECESSARY

"I had faith in San Diego. I still have. That is why I am still here. Faith! It may be able to move mountains, but, gentlemen, no amount of mere faith ever built a city. Only one thing can build a city—co-operation. It is team play alone that can put a city on the map—and keep it there. Big cities require big men—men big enough to forget petty jealousies or suspicions or factional bickering. In other words, before your can turn a small town into a real city, you have got to shed the small town skin.

"I love San Diego. I believe in San Diego. And on several occasions, when the carrying out of some of my larger projects has required their votes, the people of San Diego have shown their confidence in me by refusing to listen to the insinuations of the village villifiers.

### SON SUCCEEDS FATHER

In closing his pointed and manly remarks concerning the aims and ambitions of his career here for the past thirty-six years, Mr. Spreckels said:

"If the young red-blooded progressive business men of the city will only get together and stick together, nothing will be too big to expect for San Diego. Co-operation and team play can and will get us anywhere. Discord and petty jealousy will get us nowhere.

"I bear no grudge against any man; I feel no resentment; and I plan no reprisals. On the contrary, I am already planning very important extensions and developments and new investments. This leads me to say a word about my successor, my son, on whose shoulders must soon rest the heavy burden of my responsibilities, and the carrying out of my future plans. I am no longer young. The term of my active life is drawing near. All I ask for him who is to follow me is your support and sympathy in his efforts to realize after I am gone the dream and hope I cherished for San Diego."

## CHEERFUL COMPLIMENT FROM AN ACKNOWLEDGED AUTHORITY

PATTEN ADVERTISING SERVICE

San Diego, Calif., May 18, 1923.

Dear Sir: Enclosed please note copy for three-col., four-inch advertisement for the Mission Beach Company.

Kindly run this copy until forbid, it being the desire of the Mission Beach Company to co-operate with you, they believing, as must everyone interested in the growth of the west-beach section of the city, that **A PAPER LIKE YOURS IS INVALUABLE TO THE COMMUNITY IT SERVES.**

From time to time, we will provide you with news articles relative to the development of **Mission Beach**, which, of course, has a direct relation with **Ocean Beach.**

Asking that if this office can be of any service to you that you call on its organization, we ask to remain,

Yours very truly,
PATTEN ADVERTISING SERVICE,
By W. H. Patten.

### "JACK" NEUMONT HAS A NEW MOTOR BOAT ON BAY

Scores upon scores of fishermen are making "Jack" Neumont's bait house their headquarters at the O. B. end of the inlet bridge. The popular proprietor has recently added a new motor boat to his extensive outfit for securing fresh bait daily for his ever-growing clientele. Jolly Jack also carries fishing tackle of all kinds and keeps quite a fleet of fishing boats for hire seven days in the week.

Kindly mention **The Beach News** in your dealings with the patrons of our advertising columns.

### COMFORT STATION IS DELAYED BY COUNCIL

The proposal of appropriating $1000 to purchase lots in Ocean Beach for a comfort station met with opposition from the city council last Monday. The ordinance was referred to conference.

### TAXI SERVICE ON TAP

R. G. Shepley, a well-known beachite and an expert chaffeur, has inaugurated a taxi and sight-seeing service here, having his station on Newport avenue in front of Benbough's big dance pavilion. He announces reasonable rates and assures his patrons of prompt and satisfactory service.

## PROSPERITY

### OVER MILLION FEET BOARD SIDEWALK ALREADY COMPLETED

Some idea of the extent and importance of the development work now under way at Mission Beach is gained through the report that already more than 1,000,000 feet of sidewalk has been completed at the tract, while approximately five miles of gas, water and sewer pipes have been installed.

Development is the foreword at the tract, teams and workmen perfecting the system of graded and surfaced streets, while dozens of new residences are springing up on every side.

City Manager Rhodes has speeded up the program of the city forces installing the water and sewer laterals.

While crews are working ashore the dredger Bonita is creating Bonita bay, one of the high spots on Mission Beach's list of attractions.

### FREE LECTURE NEXT SUNDAY AT DANCE PAVILION

Through the "Golden Age" News Agency, announcement is prominently made in another column of an exceptionally interesting FREE LECTURE to be given by M. L. Lindem at Benbough's Pavilion next Sunday afternoon at 1:30 o'clock, the subject being "Where Are the Dead?" The possibility of the living communicating with the dead will be discussed by the renowned lecturer and everybody is invited.

### MIGHTY GOOD SUGGESTION

The suggestion has been made to the city council that a complete investigation be made, and that all ordinances that are "dead" or obsolete, "passed and forgotten" be repealed. Further consideration of the question was recommended at the regular meeting this week.

### INTRICATE JOB WELL DONE

The devious and delicate electrical wiring requisite for the successful manipulation of the Monkey Speedway, the new and popular beach attraction, was performed by William L. Near, who may be fully depended upon when it comes to anything electrical.

**O. B. DRY GOODS**
**5034 Newport Avenue**
**You will always find something new and attractive at the**
**O. B. DRY GOODS**
**This week we have received a whole shipment of Ladies' Full Fashioned SILK HOSE, in black, white, and gun-metal, all sizes. Regular price, $1.95—for SATURDAY ONLY $1.50.**

### MANAGER O. F. DAVIS BACK ON THE JOB

Greatly benefited by the radium dergoing at the Onological Institute in Los Angeles, "Ollie" F. Davis, treatment he has been recently unthe Optomistic and well-known manager of the Merry-Go-Round, returned home early this week. Despite a little lameness, he gets around quite nimbly with the aid of a stout cane, and is busy doing with the "big swing" as cheerful as of yore. His hosts of friends are congratulating him upon his speedy recovery and all are glad to see him on the job again.

A goodly party of picnickers motored from La Mesa yesterday and thoroughly enjoyed an afternoon of amusement and recreation at the Merry-Go-Round pavilion on the ocean front.

## SPOTLESS TOWN

### CLEAN-UP WEEK THROUGHOUT CITY BY SCHOOL CHILDREN

An intensive clean-up campaign by the school children of San Diego is in progress this week, ending tomorrow night, when prizes will be awarded the contestants doing the best work.

The campaign is under the auspices of the clean city committee of the Woman's Public Welfare commission, assisted by the Parent-Teacher Association.

### MOVIE TICKETS

As a reward to the children for their strenuous work hundreds of tickets to the various moving picture theaters of the city will be awarded. There are prizes for boys and girls from 14 to 18 years old, for boys and girls from 10 to 14 years and for children under 10 years.

The president of each of the Parent-Teacher Association districts and her committee will act as judges for the different districts.

The names of the prize winners will be turned in at the first of next week to the clean city committee and the prizes awarded to be used in the theaters the first week in June.

### POSTER CONTEST

A feature of the clean-up campaign is the poster contest of the school children. The subject of the posters is "Cleanliness and Beauty," and this contest will close June 15. The prizes are $5 each, one to be given by the Metropolitan Life Insurance Company and the other by a private individual.

The clean city committee is composed of Dr. Gwladys Morgan, Mrs. H. Van Dieken, Mrs. W. Harrison Fritts and Mrs. E. L. Stewart.

### RETURNED TO HER HOME

Mrs. Terry Blanchard, who resides at Ocean Beach and who had been missing since her disappearance from the County Hospital about a week ago, has been found by the police authorities and returned to her home.

**SPECIAL NOTICE — Congratulation, Wedding, Birthday and Announcement Cards, Photo Albums, the most complete in this section. FROIDE'S PHOTO STUDIO, Opp. Post Office.**

### VOLTAIRE STREET IS TO BE PAVED ITS FULL WIDTH

The city council this week adopted a recommendation by City Manager Fred Rhodes that Voltaire street be paved for the full width.

### SCHOOL PROPERTY PAVING

The city attorney's office has advised the council to cease paying for paving in front of school property.

### O. B. LAUNDRY UNDER NEW MANAGEMENT

All housewives pin their faith to a new broom sweeping clean, so it follows that new laundrymen will give you especially good service and a trial will easily convince you. The Ocean Beach Laundry is now under new management, with extra equipment, the title now being the American Laundry. N. Olson and P. C. Landgraf are the proprietors and both are thoroughly experienced in everything pertaining to the line of wash. A phone call will bring their auto to your door.

**If your business isn't worth advertising—quit your business.**

# Pacific Beach

MRS. LUCY WOODWARD
Authorized Representative For
PACIFIC BEACH
Phone Pacific Beach 471
1739 Hornblend Street
Pacific Beach

### "FREAK SHOW" AT THE CLUB HOUSE A ROUSING SUCCESS

The "Freak Show" in the club house was a great success. Elizabeth Evans, though not a freak, opened the program with a piano solo and Mr. Harold Hodge sang several songs as a "take off" of Harry Lauder. Mrs. Hodge was spieler and introduced each freak with appropriate and amusing remarks. The two-headed nightingale was scheduled to sing a duet, but owing to the fact that one head had taken cold and could only sneeze, it turned out to be a solo. The Siamese twins were young but evidently closely attached to each other; in fact had been inseperable all their lives. Hhe strongest man not only well demonstrated his great strength, but also showed that he was an expect athlete. The wild man of Borneo was certainly a fearsome and dangerous looking object, requiring great watchfulness by the proprietors of the show, and care in handling, as he attacked and tried to anihiliate the strong man; finally, however, being subdued by the silent head of the nightingdale. The human frog was of a very active and investigating disposition, several times having to be fetched back from his explorations. The bearded woman with no hair on her head where the hair ought to grow smeeded smilingly unconcerned. The "50-50" demonstrated the bad effect of women wanting to vote and do other masculine things. The mummy was so nearly dead that he had to be carried on the stage and the tallest woman so enemic from overgrowth that she could not stand up. The proprietors, Signora Rogerino and Madame Woodwardski, start on the Orpheum Circut next week, returning to San Diego in the fall and going into winter quarters in the new buildings in the Palboa Park developed by the Balboa Park Community League! They now and here express their thanks to all who so ably and willingly helped them.

The Ben Hur Lodge gave a dance in the club house Thursday and another is planned in two weeks.

### CHURCH NEWS

Rev. John W. Millar's sermon on Sunday morning was a continuation of the series on "Christian Courtesy," again emphasizing the desirability of considering the feelings, tastes and wishes of others—all of which can be accomplished through the teachings and spirit of The Only True Christian Gentleman.

The C. E. society met Sunday evening, the subject, "In What Way has the Bible Most Helped me?" and the question suggested, "Why do the most successful advertisements contain so many testimonials?" The Junior C. E. society is discontinued for the present. The mid-week prayer meeting was held as usual, all those present finding the study of Romans very interesting.

### ALL-DAY MEETING

The all-day meeting will be held Tuesday, May 29, at the home of Mrs. Thos. Davis. There will be a special attraction in the morning session in a talk by Mrs. H. Norton Johnson, who is a woman of wonderfully pleasing personality and high social standing. She is the daughter of the president of the Santa Fe railway. She spends the greater part of her time, outside of her home duties, in lecturing on religious and ethical subjects. The topic for the afternoon meeting will be "The Spanish Speaking People of America," in charge of Mrs. Henry Churchman. Division 1 will serve the luncheon in charge of Mrs. Van Patten.

### PERSONAL MENTION

Mr. and Mrs. H. G. Miller are receiving congratulations on the arrival of their first grandchild, at the home of their son Ray, at Long Beach, last week. The same day a little daughter arrived at the Sunshine Hospital to Mr. and Mrs. Lindley.

Mr. and Mrs. Harry Gist and young son started Saturday by auto for Pohtland, where they will visit relatives and friends.

Mr. and Mrs. J. J. Rickert have returned from Hemet, where they have been visiting their raughters, Mrs. Pitman and Miss Bess Richert.

Mr. Henry Drake was a Pacific Beach visitor last week from Plainfield, New Jersey. His friends here were glad to see him and to hear good accounts of Mrs. Drake and the children, also who heard it very much enjoyed the solo he sang in church Sunday morning.

Mrs. F. T. Scripps has been enjoying a delightful change and rest at her cottage at Pine Hills.

Mr. and Mrs. Rozzelle are entertaining their daughter, Mrs. Wilhelmine, her husband and four children, who have driven down from Eagle Rock.

Mr. Henry Gross and Dr. Hollister left early this week on an auto trip to Santa Barbara and other points north. They expect to be gone about two weeks. Shortly after their return Mr. Gross will start east to settle up the estate of his father, who died a year ago.

Mr. and Mrs. Rozzelle have been enjoying a visit from their neice, Mrs. Stalling and husband, from Barnard, Missouri, who are on their way by auto to Washington.

Mrs. Henry Churchman and Mrs. Woodward attended the lecture at the Spreckels theatre Monday evening by Sir Conan Doyle.

Mr. and Mrs. Mignon and daughter, who have been living down at the ocean front, have moved into Miss Myer's cottage near the bay. They have bought lots on Kendal street and are nod building.

Mr. MacAllister, a young navy man, at present stationed in San Diego, has bought the Mobley place on Ingraham street for his father and mother, who plan to mave in at once.

Mr. Adams who owns the Honkle place, and who recently bought 20 lots near the new school house, has just bought 10 more in the same block.

Pacific Beach subscribers are kindly requested to ask for their paper every Saturday at the postoffice, as copies are duly mailed to everyone and unless called for will probably remain undelivered, hence several complaints recently.

### TO NEWS CONTRIBUTORS

* * *

**In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.**

### ANNOUNCEMENT

* * *

The subscription price to **The Beach News** is 75 cents a year anywhere in San Diego county and one dollar a year outside of the county. The paper is issued at noon every Friday and immediately placed in the mails for local and long distance distribution, besides being placed on sale at the Station Newstand, Bacon street and Niagara avenue; Froide's Photo Studio, on Newport avenue, and at the office of publication, 4829 Saratoga avenue, Ocean Beach.

### MICKIE SAYS—

TH' EDITOR AND "DAD" ARE LOTS ALIKE — THEY BOTH WORK HARD AN' UNSELFISHLY FOR OTHERS WHO GENERALLY DONT APPRECIATE 'EM FULLY UNTIL THEY'RE GONE!
OFFICE ORDER NO. 1
Always Boost For Our Home Town!
CHARLES SUGHROE

## Community Forum

**This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.**

**THE EDITOR.**

### SHAME AND DISGRACE

* * *

Kirk Smith,
Editor The Beach News:

In answer to Citizen, in the open forum of last week's Beach News, wish to state I am a mother of four grown daughters, and it is really a shame and disgrace the way some of these women run around almost naked on the street, without the least conception of decency; also young girls whose mothers sit home and sew theirr fingers off on frilly silk dresses and worry to death over where they are going to get the money from for their daughter's next pair of silk stockings, instead of looking after the morals of their young girls, and allow them to stand around without even a cape thrown over them.

I am happy to know that we have a live community paper with an "Open Forum" in which we can express our ideas and convictions.

A REAL MOTHER.

◆ ◆ ◆

### LOCK 'EM UP

Editor **The Beach News:**

In reply to queery of "Citizen" in last week's **Beach News, I** would say those women ought to be arrested for indecency, and I think they could be.

ONE OF THE MOTHERS.

### RAILWAY EXTENSION

A petition of La Jolla property owners requesting the city council to induce the street car company to extend the proposed Mission Beach railway system to La Jolla has been referred to transportation committee.

# Katherine's Kollum

By MRS. KIRK SMITH  Phone, Point Loma 17.

K  S

### THEY ALL ADVERTISE—DO YOU?

A hen is not supposed to have
Much common sense or tact,
Yet every time she lays an egg,
She cackles forth the fact.
A rooster hasn't got a lot
Of intellect to show,
But none the less most roosters have
Enough good sense to crow.
The mule, the most despised of beasts,
Has a persistent way
Of letting folks know he's around
By his insistent bray.
The busy little bees they buzz,
Bulls bellow and cows moo,
The watchdogs bark, the ganders quack,
And doves and pigeons coo.
The peacock spreads his tail and squawks,
Pigs squeal and robins sing,
And even serpents know enough
To hiss before they sting.
But man, the greatest masterpiece
That nature could devise
Will often stop and hesitate
Before he'll advertise.

◆ ◆ ◆

### TRAVELED FAR AND HIGH ON A MOTORCYCLE

Mr. and Mrs. Van Hook of 4720 Santa Cruz avenue have just returned from a very enjoyable and extended motorcycle trip to the Yosemite Valley and the region of the Mariposa big trees. In their journey they covered over 1500 miles on an Indian side-car motorcycle, and met with no mishaps of a serious nature to mar the pleasures of their vacation. Despite deep snow drifts for a dozen days, they climbed mountains to the height of 6200 feet, affording a wonderful view of peaks twice as high, and they spent a delightful time at Camp Curry and the Yosemite Lodge. They report splendid fishing in that section for those who carry the proper tackle, while their encounters with bears and other wild creatures afforded both thrill and amusement, adding greatly to the zest of the trip.

◆ ◆ ◆

Mr. and Mrs. D. H. Dever and their two children arrived here from Tucson, Ariz., last Tuesday night. They will make their permanent beach home in their newly built bungalow on Santa Monica avenue, between Cable and DeFoe streets.

◆ ◆ ◆

William L. Near, 4935 Brighton avenue, caught a whale of a lot of smelts last week and kindly remembered **The Beach News** staff with a most generous donation.

◆ ◆ ◆

Donald Tibbetts, youngest son of Mrs. Fannie Tibbetts on Santa Monica avenue, is one of the six Scouts who has made the Eagle rank since the first of the year, and will be one of the representatives of the Eagle Scouts of San Diego. Every Scout that has at least ten merit badges at the present time is eligible to try for the trip. Scouts making the trip will have all expenses paid, including transportation, room and board.

◆ ◆ ◆

Mr. and Mrs. Charles Peltcher and their three charming children greatly enjoyed a motor ride to Descanso last Sunday.

◆ ◆ ◆

Mrs. W. F. Hay of San Diego spent the week end with the happy bride and groom, Mr. and Mrs. George Peltcher, on 1966 Abbott street.

◆ ◆ ◆

The Master Plumbers' Association held a "weinie" roast on the beach last Wednesday night. About forty families were present and after the roast, dancing was enjoyed at the beautiful Garden of Eden. Everybody had a fine time.

◆ ◆ ◆

Dr. F. J. McGee and Mr. Gallagher of Bacon street have gone on a two months' visit to Pittsburg, Pa., and their return is anxiously awaited, as both are very popular at the Beach.

◆ ◆ ◆

Mrs. Helen Obear of Pasadena, Calif., is visiting her daughter and son, Mr. and Mrs. L. O. Van Hook, at 4720 Santa Cruz avenue and expects to remain here about a fortnight or more.

◆ ◆ ◆

Mrs. R. F. Smith of Coronado avenue, gave a social luncheon at the "Peek In" tea room last Wednesday afternoon. The invited guests were Miss Lena Kneffler, Miss Lida Kneffler and Miss Betty Meredith. The table decorations were in orange and blue.

◆ ◆ ◆

Miss Beth Bishop of Fern Court, Narragansett avenue, left last week to visit her parents in Little Rock, Ark.

### COMING PLEASURE

Receipt is duly acknowledged of a happily worded invitation to attend a birthday party to be given on Wednesday, May 30, by Mrs. Henry Eulberg for little Lawrence Eulberg at 4803 Long Branch avenue from 2:30 to 5 o'clock p. m. "Katherine" will be there, thank you!

◆ ◆ ◆

### VISITORS BUY PROPERTY

Mrs. George Dumont, the charming sister of Mrs. Charles W. Whaling of 4811 Cape May avenue, and Mrs. Mosher, mother-in-law of Mrs. Dumont, both of Taft, Calif., have purchased a very desirable lot on Cape May avenue, between Ebers and Froude streets, wherer they expect to build a home in the near future. Mrs. Mosher returned to Taft this week.

◆ ◆ ◆

Miss Emily Newcomb of 5028 Muir avenue has just returned from a delightful three weeks' trip spent in Los Angeles, but says she likes Ocean Beach best as a place to stay all the time.

◆ ◆ ◆

Mr. and Mrs. W. O. Newman have moved into their new home on 4831 Cape May avenue.

◆ ◆ ◆

Mr. and Mrs. John Clarke left last Monday morning by auto for Ventura. They were accompanied by Mrs. Laura Morton and Miss Anna Bruce Bowman. Mrs. Clarke and Mrs. Morton went as delegates from O. B. Union to the State W. C. T. U. convention and Miss Bowman from First Union of San Diego.

◆ ◆ ◆

Mrs. Elizabeth Snyder, a well and favorably known former resident and property owner of Ocean Beach, is recuperating her health at Carlsbad, Calif.

◆ ◆ ◆

Miss Betty Cavileer, formerly of Coronado, is stopping at one of the Del Monte cottages, and is an enthusiastic Ocean Beachite. Miss Cavileer is an amateur artist of marked ability and has received much praise recently for her skillful painting of a window placard for the fashionable "Peak In" tea room on Newport avenue.

◆ ◆ ◆

The Girl Scouts of Acorn troop motored to Ocean Beach last Monday after school for a picnic on the beach. They were chaperoned by Miss McMillan and Miss Lindberg.

◆ ◆ ◆

Mr. and Mrs. Carl Schroder of 4840 West Point Loma boulevard, motored to Los Angeles in their new Overland four on a pleasure trip. Mr. Schroder returned last Wednesday, while Mrs. Schroder will remain in Los Angeles visiting relatives a week or so.

◆ ◆ ◆

Mrs. Margaret Henning, who has lived in Ocean Beach the past six years, and who has been sick for some time is in a San Diego hospital. Her many friends will be glad to know she is improving nicely.

◆ ◆ ◆

J. C. Bunting is now the right hand man for Harry Kalliris at the Newport Cafe, where satisfactory service forms the watchword.

* * *

Eva L. Sullivan, real estate dealer of San Diego, is building the first unit of a bungalow court on West Point Loma boulevard, and upon completion will make it her permanent home. Murray Bros. are the contractors.

* * *

**LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif. Phone South 5294-W.**


**The AMERICAN LAUNDRY**
Formerly Ocean Beach Laundry
N. OLSON and P. C. LANDGRAF, Proprietors
Previous Patronage Respectfully Solicited
Satisfactory Service Guaranteed to New and Old Customers

L. RAUN-LINDE  PHONE 632-18
HOME FURNITURE CO.
1240 Fifth Street  San Diego
CASH OR CREDIT
S. BJARNASON
Resident of
OCEAN BEACH
Furniture
Delivered at the
BEACH DAILY

Hay, Grain
Wood, Coal
Poultry, Rabbit,
Bird Supplies and
Remedies
Baby Chicks
Esco Electric
Brooders
Seeds. Trucking

**OCEAN BEACH**
**Feed, Fuel, Paint and Express**
EARL J. HAAS, Mgr.
1926 BACON STREET
Telephone: Point Loma 20-W

Sherwin-Williams
(Paints SWP)
Old Dutch Enamel
Marnot, Scarnot and
Rexpar Varnish
Floorlac
Brushes, Wall Paper
Roofing

**Ocean Beach Candy Kitchen**
A. DEMOS, Proprietor
5006 Newport Ave. (formerly Postoffice building)
SPECIAL SALE of Old Fashioned CREAM TAFFY, Vanilla, Strawberry and Molasses—25 cents lb. MEXICAN KISSES, sweeter than the real ones, 40 cents lb.

**The Beach Is Growing** BIGGER, BETTER AND BUSIER

**Kodak Finishing**
Enlargements—Copy Work and Coloring
GREETING CARDS
J. P. FROIDE
5019 Newport Avenue
Ocean ("Keep Boosting") Beach

**Ocean Beach Cleaners**

Cleaning Dyeing
Pressing
1928 Bacon St.
Phone: POINT LOMA 30-J
C H. Owen, Prop.

hone Point Loma 46-J  Sunset Cliffs
**Crags Apartments**
Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean Exposure. Complete Equipment Included in Rates.

A. R. Walsh  Robert J. Walsh
Notary Public
REALTY and RENTALS
**WALSH & WALSH**
PIONEER REALTY BROKERS
Business Property Our Specialty
City Office: 625 E Street
Phone 651-16
OCEAN BEACH OFFICE
5026 Newport Ave., Next to Postoffice
Phone: Point Loma 92

Residence Phone Point Loma 16  Office Phone Point Loma 72-J
DR. F. J. RATTY
PHYSICIAN and SURGEON
Res. 4882 Saratoga Ave., Ocean Beach
Office, 5024 Newport Ave.

**Butterfly Sweet Shop**
WE PACK AND SHIP CANDY to any part of the U. S. A. Fancy Boxes Our Specialty.

Phone: Point Loma 152-J
**OCEAN BEACH PLUMBING CO.**
Chas. H. Peltcher, Prop.
Repair Work, Contracting, Estimates
5068 NIAGARA AVENUE
Bath Tubs and Heaters, Plumbers' Supplies

Phone Point Loma 214-J
**D.C.CROSBY**
Real Estate and Insurance
4930 Muir Ave., Ocean Beach
Houses and Lots For Sale
Beach Cottages For Rent

SAN DIEGO
**Army and Navy Academy**
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Summer Session July 1 to September 1
Phone, Pacific Beach 172
CAPT. THOMAS A. DAVIS, Pres.

**if** it's in the line of **Printing**
From a Visiting Card to a Poster
We Can Satisfy You With Quality, Quantity and Service
JOB PRINTING DEPT.
**The Beach News**
Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

Phone to us
Write to us
Call to see us.
Phone, Point Loma 17
THE BEACH NEWS
is your friend.
Let's get neighborly!

If you want to get a real tire buy at a price little higher than you once paid for a tube—get us on the phone right away.

**Ocean Beach Garage**
Henry Eulberg, Prop.
4868 Newport Street

**Goodrich "55"**
"BEST IN THE LONG RUN"

# Gold Horseshoes

Expense is not efficiency. Don't pay for gold horseshoes when you buy your printing.

Sensible printing on sensible paper—Hammermill Bond—will save you money and get results for you.

That is the kind of work we do and the kind of paper we use.

**Use More Printed Salesmansnip. Ask us.**

**THE BEACH NEWS**
*Job Printing Dept.*
Phone, Point Loma 17


## America's Marvels

NATURAL AND OTHERWISE

*By* T. T. Maxey

### CRATER LAKE

Ages ago a great, tall, volcanic peak, which has been called Mount Mazama, occupied "a place in the sun" in the southwestern part of Oregon, about half way between Portland and San Francisco. The volcanic action within this mountain produced heat of such intensity and in such quantity that the entire top melted, fell in and disappeared.

Naturally, utter desolation trailed such a tremendous convulsion. Nature, in her mysterious workings, aided by time, changed this condition of affairs and produced a striking geological spectacle which is one of the scenic masterpieces of this earth. The opening or crater in the top of this topless peak gradually filled with water which formed a beautiful, deep blue lake—hence the name, Crater Lake.

This lake, almost circular in shape and about five miles across, is perhaps the deepest body of fresh water on earth. The surface of this lake is more than 6,000 feet above sea level. No inlet or outlet has been discovered. Its waters escape through underground channels which doubtless reappear elsewhere in the form of springs. New waters come from other springs and heavy snows. A belt or girdle of cliffs towers grotesquely above the lake and slope down sharply to the edge of the water.

The lake is invisible until one has climbed to the rim. The look down into it is indescribable. One is simply nonplussed. 'Tis said that this world holds not another sight like it. The heart of this mountain is filled with a sea of sapphire-colored water. First the size and the precipitousness of the surrounding cliffs astonish you; then the unexpected beauty and brilliancy of Nature's coloring amaze you. The great walls of rock are splotched with yellow and pink. The tips of the cliffs carry more or less snow. The trees are a dark green. Below, the placid surface of this bluest of blue lakes reflects the surroundings with astonishing clearness.

Within the lake an island or cinder cone rises several hundred feet above the surface of the water. Geologists conclude this to be the result of expiring volcanic forces. This island contains a crater. This crater contains a pool. So here we have the unduplicated spectacle of a crater within a crater and a pool within a lake.

Another small island pops up out of this lake. As its formation crudely resembles a ship, it is called Phantom Ship. The fitness of the name is appreciated when it is understood that, viewed in certain lights it disappears, to reappear again as the rays of light or your position changes.

Crater Lake has been created a national park by Uncle Sam, in order that his people might come and enjoy the grandeur of this unequalled sight.

(©, 1923, Western Newspaper Union.)


**OCEAN THEATRE**

COMING SATURDAY
HARRY LAREY
—in—
"THE KICKBACK"
and Comedy
Admission 15c and 20c

COMING SUNDAY
ALICE BRADY
—in—
"MISSING MILLIONS"
News
And BUSTER KEATON COMEDY
Admission 15c and 20c

Wednesday and Thursday
"THE THIRD ALARM"
The Sensation of the Year
Don't Fail to See It
ADMISSION 15c and 30c

Come early—doors open at 7:15

**OCEAN BEACH NURSERY**
Bermuda Avenue "On the Hill"
Nice KONTIA PALMS at 50c
ROSES, MARGUERITES
and Other Seasonable Plants
DONALD CAMERON, Prop.
OCEAN BEACH CAL.

Phone Point Loma 49
**Ocean Beach Lumber Company**
H. H. REID & SON, Proprietors
5050 Newport Avenue
Lumber, Cement, Roofing Paper, Paints, Hardware and Household Supplies
Lumber Estimates Cheerfully Given

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ESTIMATES FREE
4811 BRIGHTON AVENUE
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DAILY TRIPS TO SAN DIEGO AND POINT LOMA
**REID TRANSFER**
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FREIGHT BAGGAGE JOBBING MOVING
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FEED, FUEL and HARDWARE
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Estimates and Color Schemes Cheerfully Given
4820 Narrangansett Ave.
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★ * * * * * * * * * ★

The Ocean Beach Chamber of Commerce

★ * * * * * * * * * ★

Regular Business Meeting Every First and Third Monday at the Ocean Theatre.

◆ ◆ ◆

**A WORD ABOUT PRINTING**

The job printing department of the Beach News does **NOT** make any charge for estimating on printing of any description and your orders would be highly appreciated. Phone Point Loma 17.

Please mention The Beach News when patronizing our advertisers.


# THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach, California
Phone Point Loma 17

KIRK SMITH.....Editor-Owner
KATHERINE SMITH....Sec'y.-Treas.

Subscription Price, 75 cents a year.
IN ADVANCE
Outside the county, $1.00 yearly.
Single Copies.....5 Cents
Advertising Rates Upon Application
Local Readers, 15 Cents a Line, Averaging Six Words to a Line

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, May 25, 1923


THE BEACH NEWS is on sale regularly at the STATION NEWS STAND, Niagara avenue and Bacon street, and at FROIDE'S PHOTO STUDIO, Newport avenue, opp. the postoffice.

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

### DOES THE CAP FIT YOU?

The whole town is talking CO-OPERATION at the top of its voice.

"Let's Pull Together" seems to be the spirit of the hour all over the country.

And Ocean Beach is beginning to imbibe a bit of the "get together" enthusiasm, yet there's a great and glaring amount of apathy still apparent among those who should be boosters with a big B, and co-operate with a conspicuous C.

Each and every citizen who has the good interests of the community at heart should aid and co-operate in all local progressive. movements and publicity work for the benefit of individual as well as neighborhood success.

Do YOU do your share?

Or do you watch and wait for the other fellow to do it!

If you are in business here, do you advertise the fact that you are one among a number in a live community?

Or do you lazily rest on your oars and let a real man pull the boat?

This paper is a community booster. It goes fifty-two times a year into your home and the homes of your neighbors. Then, too, it reaches out all over Uncle Sam's glorious domain and is read by PAID SUBSCRIBERS in thirty-three states and all adjoining foreign countries.

The message you desire to deliver is digested by thousands—prospective residents and home-folks alike.

The dear departed in our silent cities rest peacefully under tombstones that tell who and what they were while they were with us.

Are you telling the world who, where and what you are while you're still in the land of the living?

Or, are you more quiescent than "a dead 'un?"

Does the cap fit YOU? Wake up!

Now's the time to boost yourself, boost your business, and boost your community by advertising in your home paper—THE BEACH NEWS.

Reasonable rates are offered and we'll gladly help you to prepare your publicity matter in a manner to get the best results.

* * *

GET something you do want for anything you don't want at the small cost of only a dime a line in our Classified Ads, cash rates.

Kindly mention The Beach News in your dealings with the patrons of our advertising columns.

Put "Ocean Beach" plates on your car.

### TURN ME OVER

◆ ◆ ◆

### IN FLANDERS FIELDS

In Flanders fields the poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly,
Scare heard amidst the guns below.
We are the dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie
In Flanders fields.

Take up our quarrel with the foe!
To you from falling hands we throw
The torch. Be yours to hold it high!
If ye break faith with us who die
We shall not sleep, though poppies grow
In Flanders field.

—John D. McCrea.

◆ ◆ ◆

## CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging six words to a line. No advertisement for less than 30 cents, all payable in Advance

FOR RENT—Home on bluff overlooking ocean; 5 rooms, comfortably furnished; adults only. Phone Pt. Loma 46-W.

FOR RENT—A nice modern four-room furnished cottage, to permanent tenants, $25 a month. Call at 4741 Muir avenue. Phone Point Loma 137-J.

WANTED—Wide-awake advertising and subscription solicitors for city and suburban district. Apply The Beach News office.

BY ALL who have eaten it HARVEST BREAD is acclaimed the bread-food of merit. It merits your trial—after that your hunger-habit for good things will demand it. Put it up on trial before your appetite.

*Order from Your Grocer*


### GREATEST MOTHER DIES

Mrs. Jane Bennett of Dixon Springs, Tenn., is dead at her home, aged 82 years. Her death is being mourned by 1600 direct descendants. The survivors include 13 children, 142 grandchildren, 562 great-grandchildren, 775 great-great-grandchildren and 100 great-great-great-grandchildren.

Welcome visitors at the Beach News office this week were: Fred Locke, Mr. and Mrs. W. F. Richards, L. O. Van Hook, Mr. and Mrs. J. P. Van Houten, Mr. and Mrs. John A. Morrison and son "Artie," Miss Ruth Heffron, Miss J. S. Fairchild, L. F. Brown, J. Lial, Jr., M. J. Sterling, Mrs. M. J. Plummer, Rev. Rolla E. Brown, W. M. Napier.


It's Not Far to a FABER Store

**The Little Cash Grocery Faber's Cash & Carry No. 3**
5021 Newport Ave. Pt. Loma 129 2119 Bacon St. Phone Pt Loma 248
TRADE AT HOME WHERE PRICES ARE RIGHT

*In choosing your daily* TABLE SUPPLIES, *it is of the utmosi importance that they be* FRESH--*for upon this depends their Worth and Tastiness. Our Foods are always* FRESH.

**FABER'S O. B. GROCERY** Model Meat Modern Market
ORDER YOUR ICE CREAM FOR SUNDAY
It's Not Far to a FABER Store

When Buying an Auto, Let it be a FORD, and Buy it from

**'BERT' SCHNEIDER**

who lives in Ocean Beach, who believes in Ocean Beach and who is a booster for Ocean Beach. Whether it is a new or used car "BERT" SCHNEIDER can fill your wants at POWELL'S FORD HEADQUARTERS, First at C Streets. Phone 6700. Res. Phone Pt. Loma 8-R.


## Church News

◆ ◆ ◆

**CHRISTIAN SCIENCE SOCIETY**
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

◆ ◆ ◆

**FIRST BAPTIST CHURCH**
Rev. Rolla E. Brown, Pastor
Residence, 4802 Coronado avenue.

Supndays—Worship and preaching at 11 a. m. and 7:30 p. m.; Bible school, graded for all ages at 9:45 a. m.; Young People's Union at 6:30 p. m.

Wednesdays—Service of prayer, praise and conference at 7:30 p. m. The public is cordially invited to attend any or all of these meetings.

The subject of Mr. Brown's sermon Sunday morning at 11 o'clock will be "Heroes of Faith," and in the evening at 7:30 his topic will be "What Think Ye of the Christ?" There will be special music by the choir at both services.

◆ ◆ ◆

**UNION CONGREGATIONAL CHURCH**
Rev. Frederic J. Stoetzel, Pastor

Church school at 9:45.
Morning worship at 11.
Evening worship at 7:30.

◆ ◆ ◆

Rev. W. O. Weldon of Mission Hills will conduct the service Sunday morning. His theme will be "The Book of Books." .Anthem by the choir. There will be no evening service Sunday night.

◆ ◆ ◆

**CATHOLIC CHURCH**
(Corner Defoe Street and Santa Monica Avenue)
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

◆ ◆ ◆

**TRINITY MISSION EPISCOPAL**

REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning service held at 5006 Niagara avenue.


BUY A HOME—Cheaper than to build; 5-room modern; perfect condition; woodstone sink, cabinet kitchen, laundry trays. Terms.
$2,600
AGNES G. ELLS
5006 Niagara Avenue Pt. Loma 46-W


### SPEND YOUR DIMES AND DOLLARS AT HOME

Home trade, in your own community, is as sound a policy now as it was last month or last year.

Additional dollars spent in your home stores bring about additional service.

And additional service requires better stores.

And better stores require better buildings.

And when you have better stores and better buildings, you have better, or higher, property valuations.

But it all begins with you, as an individual.

Are you increasing property valuations in other districts by your patronage, or are you working for your own community by trading in the neighborhood?


**STILES**
We Specialize In
Vegetable and Flower Seeds
Poultry and Bee Supplies.
630 E STREET SAN DIEGO

San Diego's All-Year-Round TOY LAND
CHILDREN'S OUTDOOR PLAYTHINGS
Phone 625-70
**PASSMORE'S**
*Bird and Toy Store*
1166 Sixth St. Bet. B and C
Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andreasburg Canaries.
SAN DIEGO'S OLDEST BIRD STORE

**SUNSET CREST**
(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four rooms with bath, completely furnished $45 to $50 and Up Per Month.
Fireproof Garages

**J. W. JOBES**
BUILDER
4522 Long Branch Avenue
OCEAN BEACH, CALIF.
Phone, Point Loma 36

Phone: Pt. Loma 74
**Hotel Newport**
G. D. Gammon, Prop.
Rooms as Low as $5 Per Week
Apartments $30 Per Month
4965 Newport Ave., Ocean Beach


### CERTIFICATE OF INDIVIDUAL-FICTITIOUS NAME

State of California, County of San Diego, ss.:

I hereby certify that I am transacting business at 5063 Newport Ave., Ocean Beach City of San Diego, San Diego County in the State of California, under a designation not showing the name of the person interested in such business, to-wit: OCEAN BEACH SHOOTING GALLERY.

Name, JAMES DEMARCO

Place of Residence 5063 Newport Ave., Ocean Beach, San Diego, California.

STATE OF CALIFORNIA, County of San Diego, ss.:

On the 4th day of May, in the year one thousand nine hundred and twenty-three, before me personally appeared James Demarco known to me to be the person whose name is subscribed to the foregoing instrument and he acknowledged to me that he executed the same.

Witness my hand and the seal of my office this 4th day of May 1923.

(SEAL) E. L. THOMAS

Notary Public in and for the County of San Diego, State of California.

### NOTICE OF ASSESSMENT

**Tecumseh Petroleum Company, Principal Place of Business, San Diego, California.**

Notice is hereby given that at a meeting of the Directors held May 1, 1923, an assessment of one and one-half cents per share was levied upon the capitol stock of the corporation, payable to F. E. Lindley, Secretary at 420 Union Building, San Diego, California, on or after May 15, 1923.

Any stock upon which this assessment shall remain unpaid on June 16, 1923, will be delinquent and advertised for sale at public auction, and, unless payment is made before, will be sold on July 9, 1923, to pay delinquent assessment, together with costs of advertising and expenses of sale.

F. E. LINDLEY, Secretary.
420 Union Building, San Diego, California. First publication May 11, 1923.

*Dance to Music That Makes You Want to Dance*

BENBOUGH'S

# *OCEAN BEACH PAVILION*

*THE "GARDEN OF EDEN"*

*Dancing Every Night and Sunday Afternoon, Except Monday*

*Good Music! Good Floor! Open All the Year.*


*Our Classified Ads. Bring Results --- Ask Our Patrons*


THRILLING AMUSEMENT FOR YOUNG AND OLD

## MONKEY SPEEDWAY

NEWPORT AVENUE, OCEAN BEACH

NEW AND NOVEL BEACH ATTRACTION

Don't Miss Seeing the Marvelous Monkeys Driving Their Own Autos 'Round the Big Track


BILL BOOSTER SAYS

"ADVERTISING IS JUST A FORM OF BOOSTING! THE MINT IS THE ONLY CONCERN THAT CAN MAKE MONEY WITHOUT ADVERTISING! IF YOU'VE GOT A BACKBONE AND NOT JUST A WISHBONE, THEN YOU'RE AN ADVERTISER!"
CHARLES SUGHROE


OCEAN BEACH

**BAIT HOUSE**

South End Mission Bay Bridge

JACK NEUMONT, Prop.

Fresh Bait of All Kinds

Fishing Tackle, Boats to Let

CIGARS, TOBACCO, SOFT DRINKS


### SUN, MOON AND TIDE

The time and height of high and low water, officially computed by the United States hydrographic office for San Diego herewith given, boldface type indicating P.M. and the date of the month appearing in the first column:

MAY ALMANAC

| | Sun Rises | Sun Sets | Moon Rises | —Tides— High | | | Low | |
|---|---|---|---|---|---|---|---|---|
| | | | p.m. | | | | | |
| 1 | 5:01 | 6:31 | 7:49 | 10:00 | 4.6 | 3:46 | | -1.2 |
| | | | | 9:38 | 6:4 | 3:27 | | 0.8 |
| 2 | 5:00 | 6:32 | 3:56 | 10:52 | 4.3 | 4:35 | | -1.2 |
| | | | | 10:21 | 6.2 | 4:07 | | 1.3 |
| 3 | 4:59 | 6:32 | 9:58 | 11:50 | 4.0 | 5:27 | | -1.0 |
| | | | | 11:06 | 5.8 | 4:50 | | 1.7 |
| 4 | 4:58 | 6:33 | 10:53 | 12:55 | 3.7 | 6:23 | | -0.7 |
| | | | | 11:58 | 5.3 | 5: | | 2.1 |
| 5 | 4:57 | 6:34 | 11:43 | ---- | --- | 7:27 | | -0.3 |
| | | | | 2:11 | 3.6 | 6:58 | | 2.5 |
| 6 | 4:57 | 6:34 | a.m. | 1:00 | 4.7 | 8:38 | | 0.0 |
| | | | | 3:31 | 3.7 | 8:48 | | 2.6 |
| 7 | 4:56 | 6:35 | 0:26 | 2:17 | 4.3 | 9:49 | | 0.2 |
| | | | | 4:40 | 4.0 | 10:32 | | 2.4 |
| 8 | 4:55 | 6:36 | 1:06 | 3:41 | 4.0 | 10:49 | | 0.4 |
| | | | | 5:29 | 4.3 | 11:40 | | 1.9 |
| 9 | 4:54 | 6:37 | 1:41 | 4:58 | 3.9 | 11:38 | | 0.5 |
| | | | | 6:06 | 4.6 | ---- | | ---- |
| 10 | 4:53 | 6:37 | 2:15 | 5:57 | 3.9 | 0:30 | | 1.4 |
| | | | | 6:37 | 4.9 | 12:17 | | 0.6 |
| 11 | 4:52 | 6:28 | 2:47 | 6:46 | 4.0 | 1:10 | | 1.0 |
| | | | | 7:06 | 5.1 | 12:52 | | 0.8 |
| 12 | 4:51 | 6:39 | 3:19 | 7:30 | 4.0 | 1:46 | | 0.5 |
| | | | | 7:32 | 5.3 | 1:22 | | 1.0 |
| 13 | 4:51 | 6:40 | 3:51 | 8:10 | 4.0 | 2:18 | | 0.2 |
| | | | | 7:58 | 5.5 | 1:48 | | 1.2 |
| 14 | 4:50 | 6:40 | 4:24 | 8:47 | 3.9 | 2:49 | | -0.1 |
| | | | | 8:24 | 5.6 | 2:13 | | 1.3 |
| 15 | 4:49 | 6:41 | 5:00 | 9:23 | 3.8 | 3:18 | | -0.3 |
| | | | | 8:50 | 5.6 | 2:37 | | 1.5 |
| 16 | 4:49 | 6:42 | 5:39 | 10:00 | 3.7 | 3:50 | | -0.3 |
| | | | | 9:17 | 5.7 | 3:01 | | 1.7 |
| 17 | 4:48 | 6:42 | 6:22 | 10:39 | 3.6 | 4:20 | | -0.4 |
| | | | | 9:45 | 5.5 | 3:27 | | 1.9 |
| 18 | 4:47 | 6:43 | 7:08 | 11:23 | 3.5 | 4:55 | | -0.3 |
| | | | | 10:17 | 5.4 | 3:57 | | 2.1 |
| 19 | 4:47 | 6:44 | 7:58 | 12:15 | 3.3 | 5:35 | | -0.2 |
| | | | | 10:54 | 5.2 | 4:35 | | 2.3 |
| 20 | 4:46 | 6:45 | 8:53 | 1:15 | 3.3 | 6:22 | | 0.0 |
| | | | | 11:42 | 4.9 | 5:23 | | 2.5 |
| 21 | 4:45 | 6:46 | 9:50 | ---- | --- | 7:17 | | 0.1 |
| | | | | 2:24 | 3.5 | 6:39 | | 2.7 |
| 22 | 4:45 | 6:46 | 10:50 | 0:44 | 4.5 | 8:22 | | 0.2 |
| | | | | 3:33 | 3.8 | 8:31 | | 2.7 |
| 23 | 4:44 | 6:47 | 11:52 | 2:10 | 4.2 | 9:30 | | 0.3 |
| 24 | 4:44 | 6:47 | 12:56 | 3:42 | 4.1 | 10:30 | | 0.4 |
| | | | | 5:11 | 4.7 | 11:30 | | 1.5 |
| 25 | 4:43 | 6:48 | 2:01 | 5:03 | 4.1 | 11:23 | | 0.5 |
| | | | | 5:52 | 5.3 | ---- | | ---- |
| 26 | 4:43 | 6:49 | 3:09 | 6:16 | 4.2 | 0:28 | | 0.7 |
| | | | | 6:33 | 5.9 | 12:10 | | 0.6 |
| 27 | 4:43 | 4:17 | 7:14 | 7:14 | 4.3 | 1:18 | | -0.1 |
| | | | | 7:13 | 6.3 | 12:55 | | 0.7 |
| 28 | 4:42 | 6:50 | 5:26 | 8:10 | 4.4 | 2:07 | | -0.8 |
| | | | | 7:54 | 6.6 | 1:38 | | 0.9 |
| 29 | 4:41 | 5:51 | 6:34 | 9:03 | 4.4 | 2:54 | | -1.2 |
| | | | | 8:35 | 6.8 | 2:21 | | 1.1 |
| 30 | 4:41 | 6:51 | 7:39 | 9:55 | 4.3 | 3:39 | | -1.4 |
| | | | | 9:17 | 6.7 | 3:06 | | 1.4 |
| 31 | 4:41 | 6:52 | 8:39 | 10:48 | 4.2 | 4:27 | | -1.3 |

New moon May 15 at 10:38 p. m.
Full moon May 30 at 5:07 a. m.

* * * * * * * * * * * *

* **POSTOFFICE SCHEDULE** *

* (H. K. Rankin, Postmaster) *

* Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays. *

* * * * * * * * * * * *


**DANCE** Every Saturday Night Everybody Invited.

**HARMON HALL**

*(Under New Management)*

**IMPERIAL BEACH**

*Lunches and Refreshments* *Union Orchestra*

**Silver Spray Plunge** | OPEN FROM 9 A.M. TO 10 P.M.

SPECIAL SWIMMING INSTRUCTOR

HOT SALT WATER TUB BATHS. OCEAN WALK

**MERRY-GO-ROUND**

FARE 5c—EVERYBODY

Free Picnic Pavilion with tables to seat 120 people; canvas curtain side next to ocean to keep off wind.
Free light and water to all picknickers.
Night parties should phone Point Loma 65-J to have tables reserved
O. F. DAVIS & SON, Proprietors

The World' Best Water Heater

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Exterior White—Interior Right.
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**NEWPORT CAFE**

And ICE CREAM PARLOR

Cor. Bacon St. and Newport Ave. HARRY KALLIRIS, Proprietor
Tables Reserved For Ladies

Try Our 50c Lunch

Candies and Ice Cream—Cigars and Cigarettes

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$558.75 Here

MAINE GARAGE

Newport Avenue

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STORAGE SUPPLIES

**THE BEAD SHOP**

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Removal Sale With Reduced Prices—All Jewelry and Novelties Will Be Closed Out Entirely 14 Karat Gold Rings Reduced 50% and other jewelry at a greater discount. Amber, jet, ivory and semi-precious stone necklaces, novelty necklaces and beads of all kinds, all reduced. This is the only place in San Diego where you can get the genuine Farina Eau de Cologne, which has stood the test of a century of use.

Two-year lease and any part of stock purchaser may desire Buy Now! We Go Soon! FOR SALE at Big Bargain Before Our REMOVAL to Los Angeles.

**OCEAN BEACH GARAGE**

HENRY EULBERG, Proprietor
BEST EQUIPPED FOR SERVICE
AUTOMOBILE REPAIRING
Authorized FORD and CHEVROLET Service
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Two Blocks East of Dance Pavilion

**WHERE ARE THE DEAD?**

Can the Living Communicate With Them?
FREE LECTURE By M. L. LINDEM
Benbough's Ocean Beach Pavilion
1:30 p. m., Sunday, May 27

*The* **MISSION BEACH**

**$2,000,000.00 Development**

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

**Don't Watch Mission and Ocean Beaches Grow --- *Grow With Them!***

MISSION BEACH COMPANY
Second Floor, Scripps Building
TRACT OFFICE OPEN DAILY


# MISSION BEACH

Authorized Representatives for Mission Beach

MISS JESSIE MORRISON
27 Pismo Court, Mission Beach
Phone Pacific Beach 543

MISS ELIZABETH ASHER
Bayside Walk, Mission Beach
Phone Pacific Beach 282

Mrs. Frank Shroeder left for a short visit to the north last Monday night.

Mrs. Drew, who has been ill for three or four days, is slowly recovering. Her many friends hope that she will soon be up and about.

If you haven't yet met Mrs. Wiggs just step into the Mission Beach market and you will be glad you became acquainted with her.

Mr. Bean of the Mission Beach Market has been seen smoking a queer looking affair which resembles an Indian peace pipe.

The Mission Beach Electric and Nation Shop is now open for business on Mission boulevard.

Frank Challand is building a cottage on Queenstown Court for Mrs. F. S. Wenzell.

Mickey Jones, the well known life guard, is again stationed at Mission Beach.

Mr. Slavik has again opened his barber shop for business.

The Confectionery has been remodeled and is again open under the new management of Mr. and Mrs. Keeland.

The Trianglar Club of the Roosevelt Junior High school had a very good time enjoying the smelting here. They stayed up until about 2 o'clock the next morning, when they rolled up in blankets and spent the remainder of the night in the realm of dreams, leaving for home the following morning.

Mission Beach Market has been greatly improved by the addition of a fine new awning.

Mr. and Mrs. A. J. Lawrence and small daughter Jackie spent the week-end in Los Angeles.

Mr. and Mrs. John Ihle of Portland, Oregon, and Mr. and Mrs. Harry Preston of Oakland, Calif., motored down to spend a few days with Mrs. A. J. Harris of Bayside Walk.

For the last month the crowds have been highly thrilled by the marvelous stunts which the members of the Army and Navy Aacdemy have been putting on. It is well worth one's carfare to Mission Beach to witness these spectacular doings which take place between 2 and 4 o'clock Sunday afternoons.

The popular piano player, Mrs. J. M. Asher, was accompanist at the Pacific Beach club house last Friday evening.

Mr. Slavik and his niece have opened up a stand for the sale of hot dogs, cold drinks, etc.

Mr. and Mrs. Mooney have gone to Los Angeles for an extended trip.

Reinhold Keller, the well known astrologer, recently left for the nothern part of California.

Several new stores have recently been opened on the boulevard and a rush of business is expected when the season gets well under way.

W. G. Lenert, owner of the Mission Beach Bath House, is having additional rooms built on the roof of the bath house for the accommodation of the increasing number of bathers.

Mr. Chalalnd is making alterations in his store, putting in a root beer stand and also a telephone booth.

Mrs. Walter Austin entertained the Arts and Crafts Division of the San Diego Club Monday with a luncheon at the Mission Beach Quality Coffee Shoppe, whose popularity is daily increasing.

The Misses Madalyn and Marjorie Jones entertained their numerous friends with a swimming party last Saturday. After spending several hours in the surf, the party enjoyed a beach supper on the stand.

J. M. Asher and family will move into their new bungalow on Bayside Walk this week.

The San Diego Girl Reserves spent the week-end at the Mission Beach Y. W. C. A. Swimming and boating were equally enjoyed.

The Mission Beach Bath House has recently received a new supply of sporting paraphernalia including umbrellas, rubber tubes, surf boards, bathing suits, shoes and caps. Let's go!

Mrs. Chappel of the Poppy Lunch room is doing a rushing business due to the great attraction, Morris Gross.

### WORK WANTED BY HIGH SCHOOL BOYS

More than twenty San Diego high school boys want work during their spare time, according to H. W. Baker, boys' councilor at the high school, who has issued a request that all business men who have places open get in touch with him by telephoning 637-41.

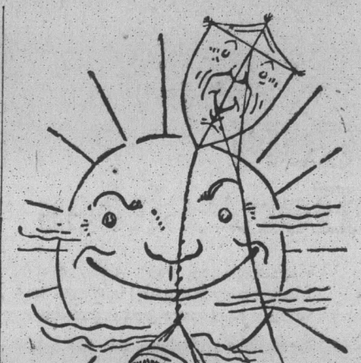
### MONKEY SPEEDWAY THRILLS 'EM

Managed W. M. Williams has left no stone unturned in perfecting his Monkey Speedway to afford thrilling amusement at popular prices for both young and old of both sexes. The monkey chauffeurs are trained to the minute and they race to a great hurrah 'round the big four-serried track. If you want to forget the cares of life, just step inside the big tent on Newport avenue, and it's a safe bet you'll remain quite a while, and afterwards go again and again.


**YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.**


### BANQUET AND PICNIC

San Diego Aerie 244, Fraternal Order of Eagles, will give a big banquet and entertainment on Tuesday evening, June 5, the occasion being an open meeting for the installation of officers. An annual jolly family picnic is also scheduled for Sunday, June 10 at Flinn Springs.



# Mister National Advertiser:

It's of value to you to know that **The Beach News** is read **FIFTY-TWO TIMES A YEAR** by bona-fide **Paid Subscribers** in from one to fifteen cities in each of the following **THIRTY-THREE States and THREE Foreign Countries**, now listed on our Subscription Books—Open to All:

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# Mister Community Business Man:

It's a highly delightful fact that **The Beach News** has become a real household necessity every week-end in the homes of all the progressive people living in

**OCEAN BEACH**
**MISSION BEACH**
**PACIFIC BEACH**
**IMPERIAL BEACH**
**and the entire**
**POINT LOMA PENINSULA**

**BOOST** Your Business with an "ad" in **The Beach News**, telling 'em who and where you are, and what you have to offer for their patronage. CO-OPERATE!